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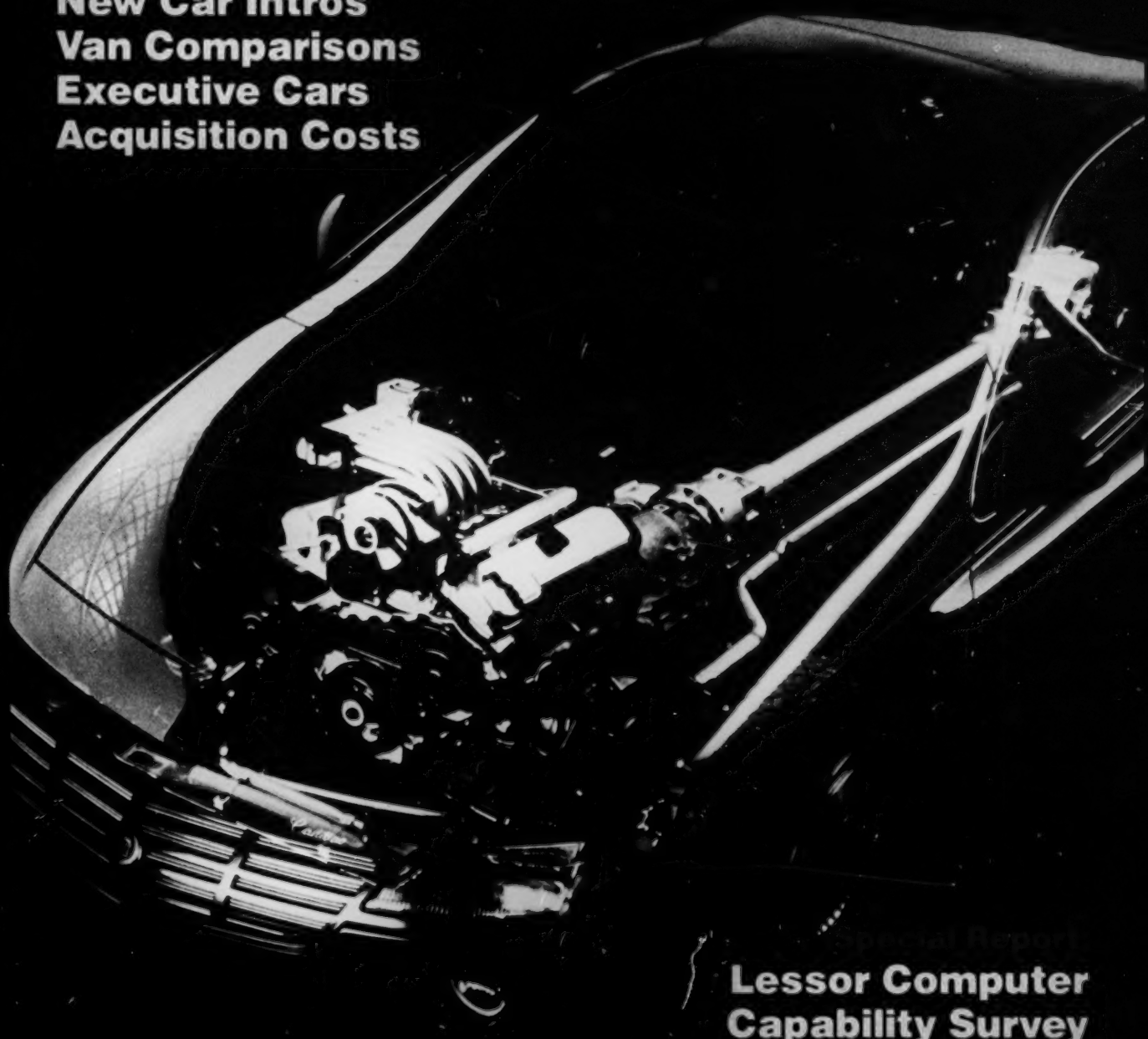
Special Section
Auction Remarketing

automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

1991 Model Year Analysis

New Car Intros
Van Comparisons
Executive Cars
Acquisition Costs



Special Report

Lessor Computer Capability Survey

automotive
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CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

October 1990
VOL. 29, NO. 12

Influencing the management of 4,959,000 cars and 2,162,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

Features

p. 22

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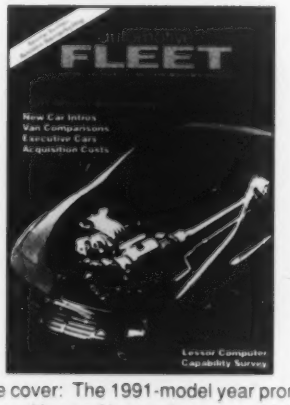

On the cover: The 1991-model year promises many exciting and innovative new vehicles for fleets to choose. Our story on the 1991 lineup begins on page 22.

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America's Colors: Red, White, and...Black

White and red again emerged as the most popular colors for American automobiles. But black, which carries the suggestion of European sophistication, has made a surprising leap to the top, according to a study by DuPont.

White, red, and a new entrant to the top three, black, topped the American automotive color popularity charts in the 1989-model year.

"Since color popularity is evolutionary, we expected the leaders in 1988 — red and white — to place in the top again in 1989," says Robert S. Daily, color marketing manager for DuPont Automotive Products' Finishes Division, which conducted the study.

But the rapid emergence of black in 1989, especially in the sports/compact and light truck/van segments of the American automotive market, was much more revolutionary, says Daily.

"Consumers no longer envision black as funereal or sinister," he says. "Because of fashion influences, Americans are now viewing black as an acceptable hue carrying European sophistication with high-tech overtones."

In 1989, red again held the first-place position as the leading color choice for sports and compact cars with 19.1 percent of the segment. The second-place color, white, strengthened its position with a 17.6 percent share, followed by black, medium/dark blue, and medium/dark gray.

For light trucks and vans, white topped the list again with 16.5 percent of the market. Red remained in second place with 16 percent and black moved up to 11.7 percent, followed by medium/dark blue, and medium/dark red.

For 1989, white held up as the leading choice for both intermediate- and full-sized luxury cars, increasing its overall share to 19.5 percent. Medium red retained its second-place position while dropping to 12.7 percent, followed by medium gray, light blue, and silver.

"Based on our research, we expect to see lighter blues, teals, and rich reddish browns grow in popularity," Daily says, "while some of the popular colors of the mid-to-late 1980s, including silver and gray, move down the charts but remain staples of automotive palettes." AF

1989's Most Popular Colors

1989 Sports And Compact Car Colors

Color Family	% Popularity
Bright Red	19.1
White	17.6
Black	10.2
Medium/Dark Blue	9.0
Medium/Dark Gray	8.1
Medium Red	7.6
Light Blue	7.3
Silver	5.6
Bright Blue	5.4
Dark Red	4.9
Light Brown	3.8
Yellow	0.2
Other	1.2

1989 Luxury, Full- And Intermediate-Size Car Colors

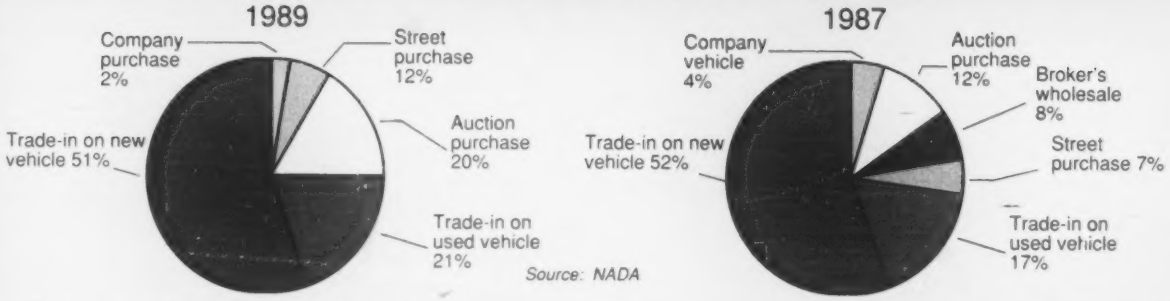
Color Family	% Popularity
White	19.5
Medium Red	12.7
Medium Gray	11.6
Light Blue	9.9
Silver	8.9
Dark Blue	7.8
Black	6.7
Medium Blue	5.3
Dark Red	5.1
Light Brown	4.4
Purple Brown	2.7
Bright Red	1.9
Beige	1.7
Medium/Dark Brown	1.3
Other	0.5

1989 Truck And Minivan Colors

Color Family	% Popularity
White	16.5
Red	16.0
Black	11.7
Medium/Dark Blue	11.6
Medium/Dark Red	9.1
Medium/Dark Gray	8.7
Light Blue	7.9
Medium/Dark Brown	5.1
Silver	4.3
Bright Blue	3.1
Light Brown	2.6
Beige	1.8
Green	1.4
Other	0.2

Dealers Ask General Motors To Treat Program Cars As New Car Sales

Source Of Used Cars Retailed By Franchised Dealers



Source: NADA

The National Automobile Dealers Association's request that General Motors credit the sale of used daily-rental cars as new-car sales has been rejected, according to Bob Ogden, general director of sales and dealer operations at GM.

"Used-car sales cannot be part of our new-car sales evaluation for many reasons," says Ogden. "GM has no plans to give new-car credit for near-new cars."

Dealers contend that "program cars" steal from new car sales. NADA's second Project 2000 report, released in August 1990, cites greater profits on the sale of program cars as one of several trends in the automotive industry.

Figures show that the average program vehicle has been in a rental fleet for four months and has accumulated a maximum of 15,000 miles.

Prior to GM's decision, NADA President Ray Green felt there was a good chance manufacturers would give dealers some credit on new-car sales for program-car sales. Green also felt that at very least automakers should treat program cars separately on the monthly financial statements that dealers submit to manufacturers.

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USED-CAR PRICES

The following are average used-car prices for the period ending September 1, 1990. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

89 BUICK SKYHAWK			
Coupe	6,390	6,456	6,264
Sedan	6,478	6,544	6,349
88 BUICK SKYHAWK			
Coupe	5,292	5,343	5,185
Sedan	5,366	5,418	5,261
89 BUICK SKYLARK			
Cust Sedan	7,431	7,503	7,280
88 BUICK SKYLARK			
Cust Sedan	6,311	6,376	6,188
89 BUICK CENTURY			
Cust Sedan	7,740	7,817	7,584
88 BUICK CENTURY			
Cust Sedan	6,249	6,314	6,127
89 BUICK LESABRE			
Cust Sedan	10,031	10,132	9,830
88 BUICK LESABRE			
Cust Sedan	8,275	8,359	8,111
89 CADILLAC DEVILLE			
Coupe	16,958	17,130	16,619
Sedan	17,142	17,313	16,802
88 CADILLAC DEVILLE			
Coupe	13,446	13,579	13,176
Sedan	13,603	13,739	13,330
89 CADILLAC SEVILLE			
Sedan	17,438	17,614	17,092
88 CADILLAC SEVILLE			
Sedan	14,391	14,537	14,104
89 CHEVY BERETTA			
Coupe	7,477	7,555	7,332
89 CHEVY CORSICA			
Htchbk 4 Dr	7,125	7,198	6,984
88 CHEVY BERETTA			
Coupe	6,131	6,193	6,011
88 CHEVY CORSICA			
Sedan	5,712	5,773	5,604
89 CHEVY CAVALIER			
Sedan	6,097	6,158	5,976
88 CHEVY CAVALIER			
Sedan	5,099	5,152	4,999
89 CHEVY CELEBRITY			
Sedan	7,215	7,287	7,070
88 CHEVY CELEBRITY			
Sedan	5,789	5,847	5,673
89 CHEVY CAPRICE			
Sedan	8,119	8,201	7,956
88 CHEVY CAPRICE			
Sedan	6,592	6,657	6,460
89 CHRYSLER LEBARON			
Highline Sedan	7,140	7,215	7,000
88 CHRYSLER LEBARON			
Sedan	5,693	5,752	5,581
89 CHRYSLER NEW YORKER			
Sedan	11,394	11,508	11,167
88 CHRYSLER NEW YORKER			
Sedan	9,628	9,725	9,437
89 CHRYSLER FIFTH AVENUE			
Sedan	11,571	11,690	11,341
88 CHRYSLER FIFTH AVENUE			
Sedan	9,453	9549	9,267
89 DODGE ARIES AMERICA			
Sedan	5,796	5,858	5,681
88 DODGE ARIES AMERICA			
Sedan	4,648	4,692	4,556
89 DODGE SHADOW			
Liftbk 5 Dr	6,116	6,177	5,993
88 DODGE SHADOW			
Liftbk 5 Dr	4,984	5,033	4,885
89 DODGE DYNASTY			
Sedan	8,692	8,779	8,518
89 FORD ESCORT			
Htchbk 4 Dr LX	5,269	5,320	5,163
88 FORD ESCORT			
Htchbk 4 Dr GL	4,170	4,211	4,085
89 FORD MUSTANG			
LX-4 Coupe	6,985	7,057	6,846
88 FORD MUSTANG			
LX-4 Coupe	5,802	5,861	5,685
89 FORD TEMPO			
GL Sedan 4 Dr	6,256	6,318	6,131
88 FORD TEMPO			
GL Sedan 4 Dr	5,157	5,209	5,053
89 FORD TAURUS			
GL Sedan 4 Dr	8,239	8,323	8,075
88 FORD TAURUS			
GL Sedan 4 Dr	6,645	6,712	6,515
89 FORD CROWN VICTORIA			
Sedan	10,772	10,884	10,557
88 FORD CROWN VICTORIA			
Sedan	8,837	8,924	8,659
89 THUNDERBIRD			
Coupe	9,765	9,861	9,569
88 THUNDERBIRD			
Coupe	7,933	8,013	7,774
89 LINCOLN			
Town Car Sedan	15,618	15,774	15,306
Continental Sedan	17,750	17,930	17,397
88 LINCOLN			
Town Car Sedan	13,177	13,310	12,914
Continental Sedan	15,615	15,770	15,303
89 MAZDA 626			
LX Sedan 4 Dr	9,509	9,605	9,319
89 MERCURY COUGAR			
LS Coupe	10,237	10,341	10,032
88 MERCURY COUGAR			
LS Coupe	8,395	8,479	8,226
89 MERCURY TOPAZ			
GS Sedan 4 Dr	6,411	6,474	6,283
88 MERCURY TOPAZ			
GS Sedan 4 Dr	5,241	5,291	5,135
89 MERCURY SABLE			
GS Sedan 4 Dr	8,279	8,365	8,117
88 MERCURY SABLE			
GS Sedan	6,781	6,846	6,643
89 MERCURY GRAND MARQUIS			
GS Sedan	11,317	11,434	11,091
88 MERCURY GRAND MARQUIS			
GS Sedan	9,462	9,556	9,272
89 MITSUBISHI MIRAGE			
Sedan 4 Dr	5,451	5,505	5,342
88 MITSUBISHI MIRAGE			
Sedan	4,149	4,192	4,066
89 NISSAN SENTRA			
Sedan 2 Dr	4,902	4,951	4,804
89 NISSAN STANZA			
E Ntch 4 Dr	8,162	8,246	8,000
89 NISSAN MAXIMA			
SE Sedan	13,525	13,661	13,255
88 NISSAN SENTRA			
Sedan 2 Dr	4,046	4,087	3,965
88 NISSAN STANZA			
E Ntch 4 Dr	6,613	6,679	6,481
88 NISSAN MAXIMA			
SE Sedan	10,457	10,561	10,247
89 OLDS CIERA			
Coupe	7,654	7,732	7,502
Sedan	7,740	7,817	7,584
88 OLDS CIERA			
Coupe	6,183	6,245	6,059
Sedan	6,249	6,314	6,127
89 OLDS CALAIS			
Sedan	6,812	6,880	6,674
88 OLDS CALAIS			
Sedan	6,267	6,327	6,141
89 OLDS CUTLASS SUPREME			
Coupe	8,299	8,383	8,135
88 OLDS CUTLASS SUPREME			
Coupe	7,309	7,385	7,166
89 OLDS 98 REGENCY			
Sedan	12,303	12,424	12,054
88 OLDS 98 REGENCY			
Sedan	9,864	9,961	9,664
89 PLYMOUTH RELIANT			
Sedan	5,769	5,827	5,653
88 PLYMOUTH RELIANT			
Sedan	4,672	4,717	4,582
89 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	6,116	6,177	5,993
88 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	4,980	5,029	4,881
89 PLYMOUTH GRAN FURY			
Salon Sedan	6,012	6,075	5,892
88 PLYMOUTH GRAN FURY			
Salon Sedan	4,935	4,985	4,835
89 ACCLAIM			
Sedan	6,904	6,973	6,767
89 PONTIAC SUNBIRD			
LE Sedan	6,343	6,407	6,217
SE Coupe	6,515	6,583	6,385
88 PONTIAC SUNBIRD			
SE Coupe	5,285	5,340	5,178
SE Sedan	5,357	5,408	5,250
89 PONTIAC 6000			
LE Sedan	7,438	7,512	7,288
88 PONTIAC 6000			
Coupe	5,900	5,960	5,784
Sedan	5,967	6,026	5,846
89 PONTIAC GRAND AM			
LE Sedan	7,478	7,553	7,326
88 PONTIAC GRAND AM			
Sedan	6,279	6,342	6,152
89 PONTIAC BONNEVILLE			
LE Sedan	9,688	9,786	9,495
88 PONTIAC BONNEVILLE			
LE Sedan	8,323	8,407	8,157
89 PONTIAC GRAND PRIX			
Coupe	8,511	8,595	8,338
88 PONTIAC GRAND PRIX			
Coupe	7,533	7,609	7,389
89 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	7,235	7,307	7,090
89 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	9,472	9,566	9,283
89 TOYOTA CRESSIDA			
Lux Sedan	14,913	15,061	14,615
88 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,068	6,129	5,947
88 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,029	8,109	7,870
88 TOYOTA CRESSIDA			
Lux Sedan	12,427	12,550	12,179
89 VOLKSWAGEN JETTA			
Sedan 4 Dr	7,932	8,011	7,773
88 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,455	6,520	6,326
89 VOLVO			
240 DL Sedan	13,041	13,172	12,781
88 VOLVO			
240 DL Sedan	11,262	11,373	11,037

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Savannah, GA	142.2	121.2
Hawaii Island, HI	157.6	143.9
Rockford, IL	151.5	134.2
Topeka, KS	143.4	126.8
Alexandria, LA	169.6	138.6
Detroit, MI	153.5	127.6
Bismarck, ND	158.4	135.9
Atlantic City, NJ	131.4	131.4
Staten Island, NY	144.7	128.9
Oklahoma City, OK	159.2	136.4
Johnson City, TN	160.9	131.4
Arlington, VA	151.4	126.7

The average U.S. full-serve gasoline price for the month of September was 149.0 cents per gallon.
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